National Cancer Institute

NCI Mobile Apps Style Guide
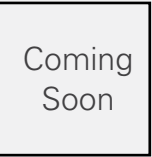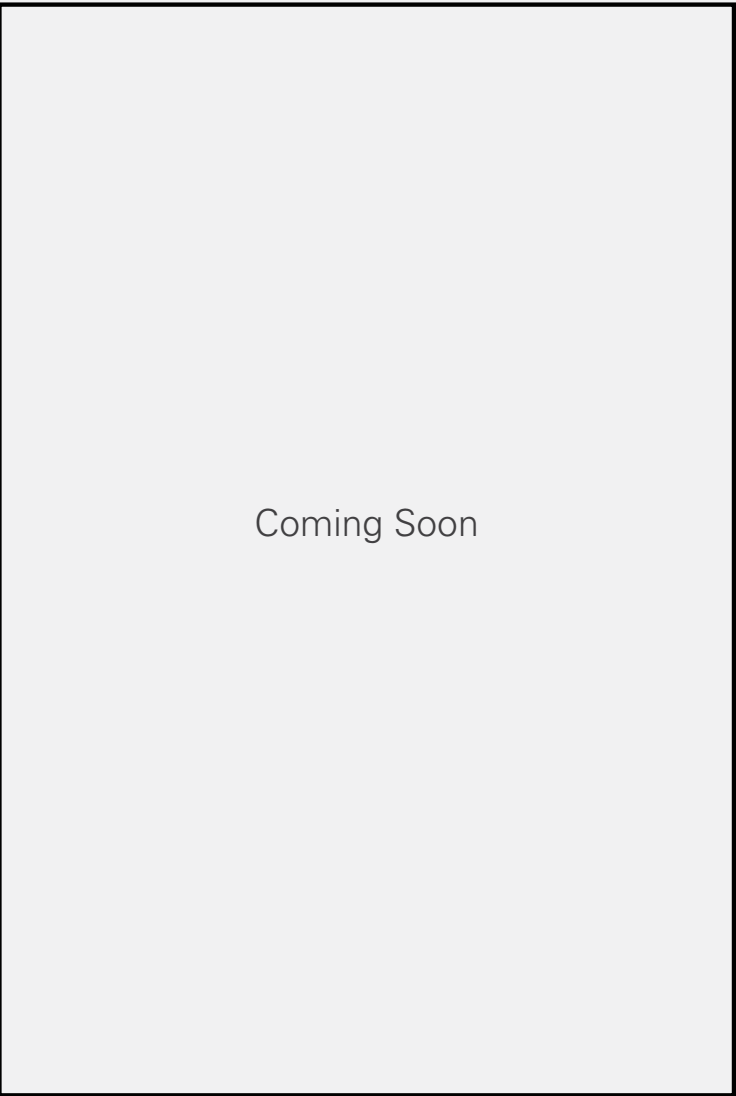Version 1.0

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Application iPhone/iPad Icon Example

| iPhone/ iPad (General) | iPhone/ iPad (PFF) | iPhone/iPad (Researcher) | iPhone/iPad (HCP) |

Application Blackberry Icon Example

Coming Soon

Coming Soon

Blackberry

Application Android Icon Example

Coming Soon

Coming Soon
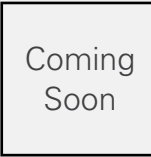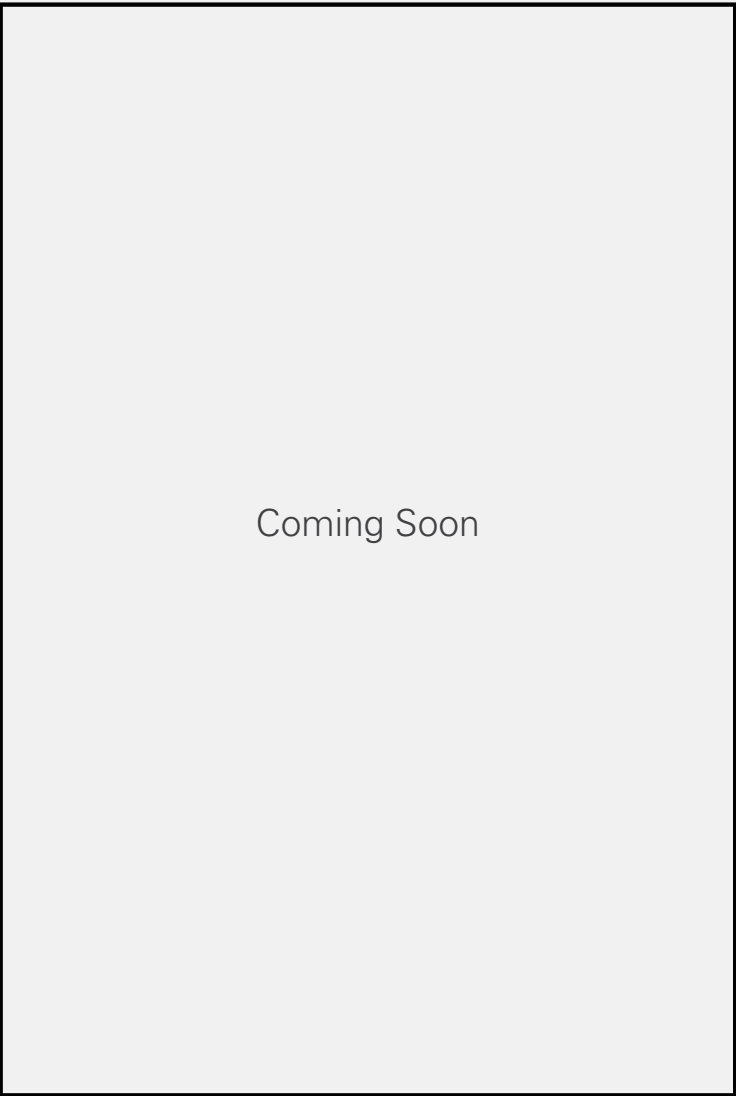
Droid

GUIDELINES

An application icon is an icon users put on their Home screens and tap to start an application. This is a place where branding and strong visual design should come together into a compact, instantly recognizable, attractive package. Every application needs an application icon.

Note: Additional iPhone information and developer specs can be found on the iOS Dev Center: http://developer.apple.com/devcenter/ios/index.action

01. iPhone/iPad Start Icon App Name:
- Helvetica Neue
- # FFFFFF
- MAX CHARACTER COUNT: 11 characters. (More thank 11 will add ellipses).

FOR IPHONE AND IPOD TOUCH BOTH SIZES ARE REQUIRED:
- 57 X 57 PIXELS
- 114 X 114 PIXELS (HIGH RESOLUTION)

FOR IPAD:
- 72 X 72 PIXELS

WHEN IOS DISPLAYS YOUR APPLICATION ICON ON THE HOME SCREEN OF A DEVICE, IT AUTOMATICALLY ADDS THE FOLLOWING VISUAL EFFECTS:
- ROUNDED CORNERS
- DROP SHADOW
- REFLECTIVE SHINE (UNLESS YOU PREVENT THE SHINE EFFECT)

02. Blackberry Start Icon:
- # LREOM

03. Droid Start Icon:
- # 000000 LREOM

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Examples of NCI Mobile Brand Identity in Context

START SCREEN
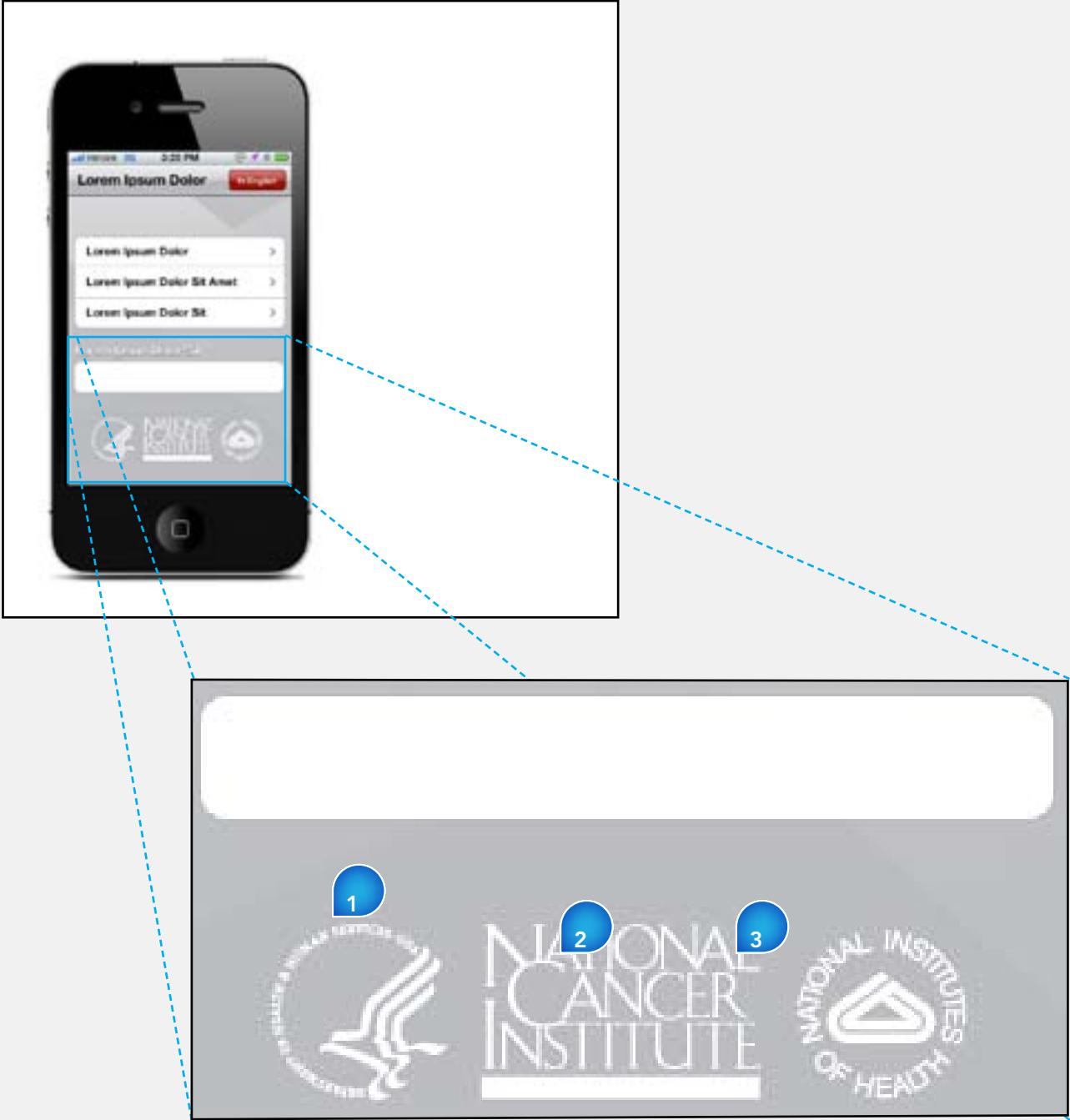
01. HHS Logo
- White #FFFFFF
- 100% Transparency

02. NIH Logo
- White #FFFFFF
- 100% Transparency

03. NCI Logo
- White #FFFFFF
- 100% Transparency

LOGO USAGE

In mobile applications the HHS, NIH, and NCI logos should always be displayed in addition to the 1-800 4 Cancer number. For a patient focused app the 1-800 number is appropriate for other HCP or Research focused apps other phone numbers should be used as appropriate. Also, a simple NCI identity is created by typing out the text "National Cancer Institute". These identifiers form a permanent visual identification, increasing brand recognition and asserting ownership of the application.

Guidelines

The guidelines provided in this document should be followed as much as possible when creating new mobile content for NCI.

Approved logos and usage guidelines can be found in the "NCI Graphic Standards" Manual. These guidelines should be followed to maintain a consistent brand identity.

Examples of NCI Mobile Backgrounds in Context

EXAMPLE: START SCREEN

EXAMPLE: FORM FIELD SCREEN

01. Custom Background
  • Customized per application
02. Example of iPhone SDK background
03. iPhone/iPad Background
  • Darker Color
04. iPhone/iPad Alternate Background
  • Lighter Color

BACKGROUND USAGE

Custom backgrounds are recommended for use in areas that need to reflect the NCI brand distinction. Custom backgrounds should have a consistent look & feel with other existing backgrounds used in NCI Social Media channels such as Twitter, YouTube and Facebook.

If a mobile app is developed for a NCI group that has an existing sub-brand custom background, then that should can be used if appropriate. If no sub brand exists then the standard background should be used. Logo as a minimum is recommended.

Areas in the mobile application that serve funtional purposes such as entering data in fiel ds etc. should use common backgrounds supplied by the Apple SDK platform, or appropriate device platform resident backgrounds.
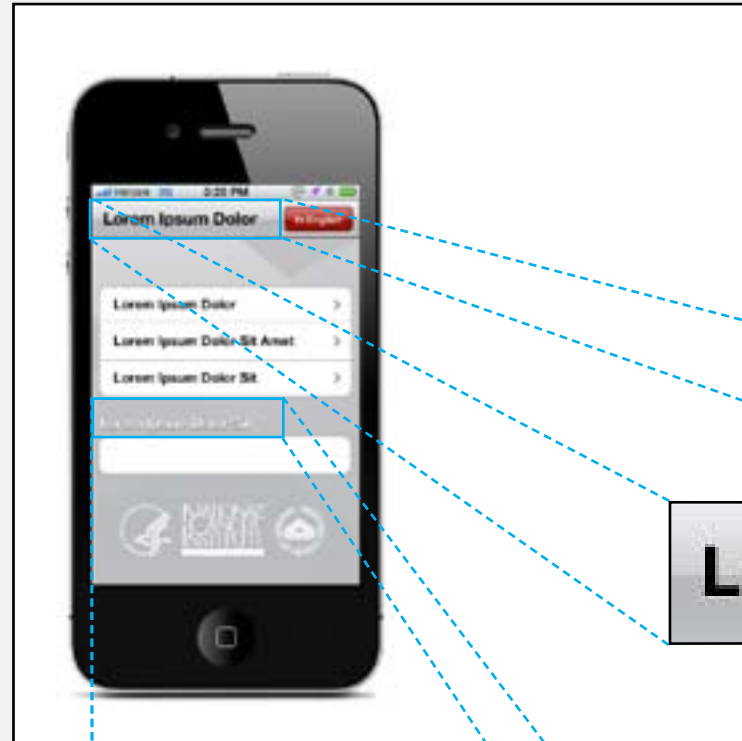
Suggested Background   Alternate Background

Examples of typography in context

START SCREEN

Helvetica Neue Regular
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890!@#$%&*()

Helvetica Neue Bold
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
1234567890!@#$%&*()

Lorem Ipsum Dolor

Lorem Ipsum Dolor Sit

01. Navigation Bar
- Helvetica Neue Bold
- White #FFFFFF
- 100% Transparency
-

02. Header
- Helvetica Neue Bold
- White #FFFFFF
- 100% Transparency

GUIDELINES
Designing for mobile devices introduces new challenges: screen size, device performance and most critically, the unique contexts of mobile use, glancing, scanning and reading.

Best Practice Guidelines for Selecting a Typeface
- x-height between 65 and 80% of the cap height
- Strong counters (or "counter-forms") – often, using squared-off shapes for small counters is a good idea
- Un-stressed forms – straight, even-width lines
- No excessive descenders – avoid exceeding 15 - 20% of the cap-height, to avoid excessive leading
- No ascenders above the cap height – critical for non-English languages
- Be space-efficient – generally this means narrow, to allow sufficient height for all users to read the characters
- Not look compressed
- Be well kerned – letters should not run together, or have spaces that look like word breaks
- Have the same, or similar, width for all weights and styles (no penalty for using oblique/italics, or bold face for emphasis)
- Subtle serifs can be beneficial to some sorts of forms; consider them for a face, or for some characters of a face
- Include a true italic – a sloped roman assures that hardly any elements are vertical; a true italic can preserve legibility, following the rules above, while also being different enough to read as "other than body"
- Be part of a complete family. Serif and Sans can both be used (titles and body text have different needs), as well as many weights of each, if space is available on the device

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